



EXECUTIVE DIRECTOR/STAFF REPORT: February 2010

- **Visitor Guide Fulfillments** Mail: **381** e-Brochures: **0** Downloads: **20**
 - Tour Texas – 274
 - Southern Living – 98
 - Texas Monthly – 2
 - Discover Texas – 7
 - Tour Texas PDF Downloads – 20
- **Convention Groups Serviced:**
 - Alliance Bulldogs(Hockey), Porcelain Art Club, TESA & AIFA
- **Site Inspections:**
 - Chronic Disease Fund
 - Enticin Events 3rd Party Planners
 - TESA
 - Lutheran Women's Missionary League
- **Meetings/Events Attended:**
 - DFWATC Sports Alliance Group Conference Call
 - David Green & Associates (Telemarketing)
 - Strategic Focus Objectives Update
 - Grand Park Sub-Committee
 - Carol Ann Thompson w/Prism Websites
 - Sister City Meeting
 - MPI Luncheon
 - Review of NCAA open Sports Bids
 - NCAA Team Frisco (Preparing for Indy)
 - Green Hotel Meeting
 - Super Bowl Hospitality Action Team & Host Committee mtgs
 - TEEX Meeting
 - Convention Services (taking it to the next level)
 - Melissa Bowman w/Stars Figure Skating Club
 - Tim Goodwin w/Superdrome
 - Waldek & Jeanne Czaja w/Dallas Fencers Club
- **Presentations:**
 - Monthly Report to City Council
 - NCAA Football Bid Presentation in Indianapolis, IN

- **Sales Missions/Travel:**
 - Austin, TX – Southwest Showcase, (54) Association Planners came through our booth & we received (3) RFP's
 - Austin, TX – TTIA Unity Dinner
 - Dallas, TX – Plan Your Meetings Tradeshow , 34 planners
- **Special Projects**
 - Hosted Client Event at Dr Pepper Arena: JCPenney, Experient & Colortyme
 - TCMA Convention Planning Committee
 - NCAA Video Shoot for Presentation
 - CTA Train the Trainer
 - TXMet Updates
 - IDSS Computer Updates
 - City of Frisco Leadership Academy (Marla)
 - City of Frisco Supervisor Academy (LaChelle)